

Message Text

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ACTION ARA-10

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FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9139

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

USDOC WASHDC

UNCLAS BRASILIA 3630

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY-76 COMMERCIAL EVENTS PROGRAM FOR BRAZIL

REF: BRASILIA 3603

1. IN ITS APRIL 29 MEETING, THE EMBASSY ACTION GROUP (EAG) ON THE BRAZIL CCP EXPRESSED CONCERN THAT THE RECENT CUT-BACK IN THE FY-76 COMMERCIAL EVENTS SCHEDULE WILL RESULT IN U.S. EXPORTERS LOSING GOOD OPPORTUNITIES FOR MAKING SIZEABLE SALES IN THE BRAZILIAN IMPORT MARKET.

2. WHILE IT IS TOO LATE FOR PROGRAMMING USG PRESENCE IN THE INTERNATIONAL FOOD PROCESSING SHOW IN SAO PAULO, SCHEDULED FOR JULY 1975, THE EAG BELIEVES THAT A MORE EXTENSIVE TRADE PROMOTION EVENT SCHEDULE SHOULD BE PROGRAMMED FOR FY-76 DESPITE BUDGETARY RESTRICTIONS. ONE POSSIBILITY DISCUSSED WAS FOR COMMERCE TO CONSIDER ORGANIZING TASK FORCES SIMILAR TO THE HIGHLY SUCCESSFUL STEEL EQUIPMENT TASK FORCE THAT VISITED BRAZIL IN JANUARY 1975. OTHER SECTORS THAT APPEAR TO OFFER GOOD PROSPECTS FOR MAJOR PROJECT TASK FORCES ARE HYDRO-ELECTRIC, SHIP-BUILDING, RAILROADS, AND MINING. THE EAG UNDERSTANDS THAT MAJOR PROJECT TASK FORCES CAN BE UTILIZED AT MINIMAL EXPENSE TO THE USG.

3. THE USIS MEMBER OF THE EAG SUGGESTED THE POSSIBILITY OF USING USIS EXHIBITION PROGRAM RESOURCES AS A SUB-
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STITUTE FOR THE BUILDING AND CONSTRUCTION CATALOG SHOW THAT

WAS CUT FROM THE FY-76 TRADE EVENTS. THIS CATALOG SHOW
HOLDS GREAT PROMISE OF SUCCESS: A COMPUTER PRINT-OUT
RECEIVED BY CONGEN RIO INDICATES THAT SOME 700 BRAZILIAN
BUYERS ATTENDED THE CONSTRUCTION EXPOSITION HELD IN CHICAGO
EARLIER THIS YEAR. ANOTHER GOOD THEME FOR A CATALOG SHOW
WOULD BE FOOD PROCESSING.

4. THE EMBASSY ACTION GROUP RECOMMENDS THAT THE WASHINGTON
ACTION GROUP SUPPORT THE ABOVE PROPOSALS FOR EXPANDING
AND GIVING GREATER VITALITY TO THE FY-76 TRADE PROMOTION
EVENT PROGRAM FOR BRAZIL, AND THAT THE DEPARTMENT OF COMMERCE
INITIATE THE NECESSARY STEPS TO IMPLEMENT THESE PROPOSALS.
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